

# CONTACTS

APRIL / 69



Swing Along With Susan



# CONTACTS

APRIL

## Volume 5, Number 2

Published to communicate the accomplishments and activities of the 9,800 Western Division Staff, the performance and progress of our company and the retail industry.

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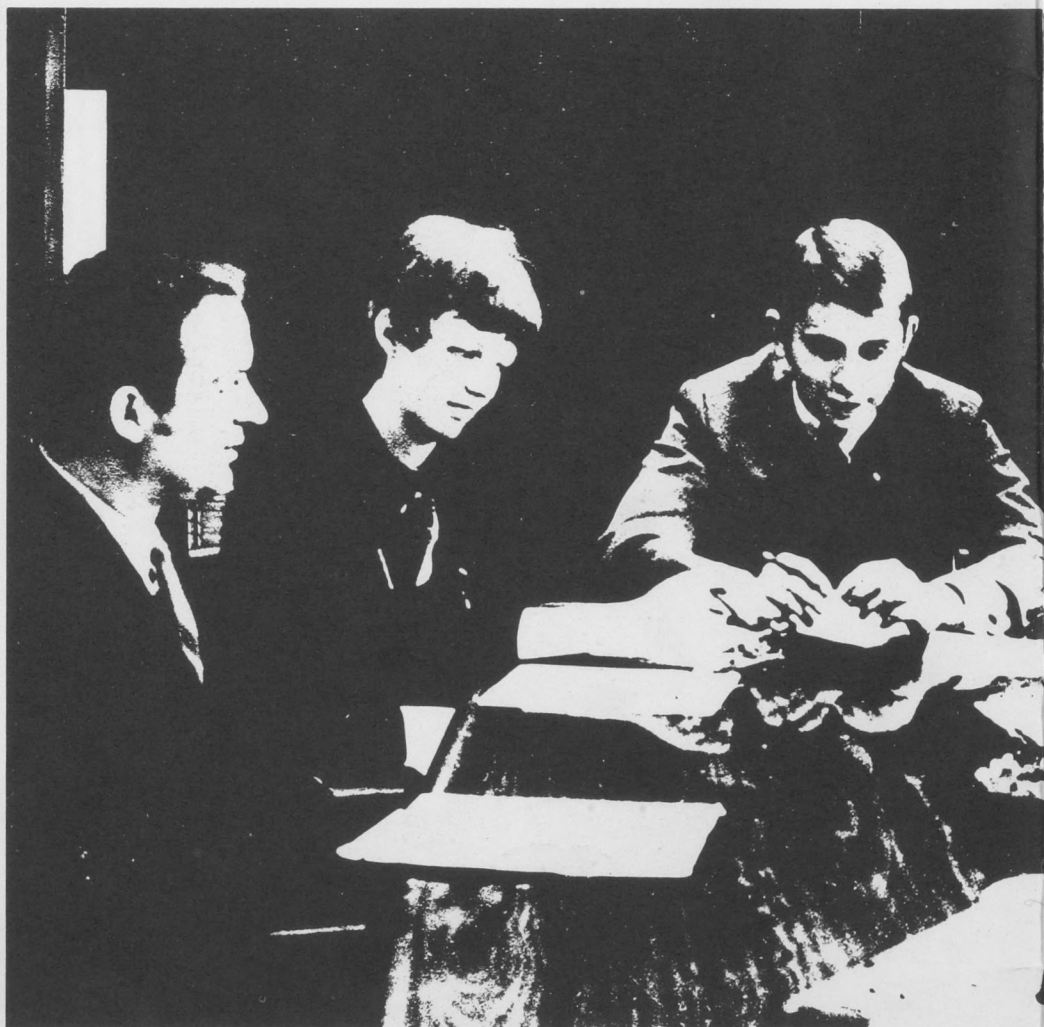
### CORRESPONDENTS

Blanche Benson	Brandon
Bernice Chorney	Winnipeg Downtown Store
John Contant	Saskatoon
Annette D'Angelo	Port Arthur
Ruby Fraser	Winnipeg Service Building
Arnett Laughlin	Moose Jaw
Ian Ross	Winnipeg Catalogue
Lillian Galvin	Regina
Eve Wood	Polo Park

COVER STORY: Susan McMillan, Polo Park Sportswear, is April's golfing cover girl and on hand to give her a few tips on the game is Ian Cummings, Sporting Goods, Winnipeg Downtown Store. See story on page 8.

## Lets Talk Customer Relations

Earl Barish, Warehouse Bargain Centre Manager, studied the tip of his yellow pencil, twirled it through his fingers and darted it forward to emphasize his point: "I think a way to improve service is to make sure that we have a proper knowledge of the merchandise we sell. This will give us added confidence in dealing with customers. It'll overcome the routine attitude some of us have when dealing with unusual or difficult



requests. We shouldn't be reluctant to go all out to get the best merchandise for the customer. Too often, we don't exert the extra effort to make sure the customer gets what he wants."

Five other people seated around the mahogany table in the Winnipeg Downtown Store's 6th floor board room, listened. Elizabeth Gould, Divisional Advertising, nodding slow-

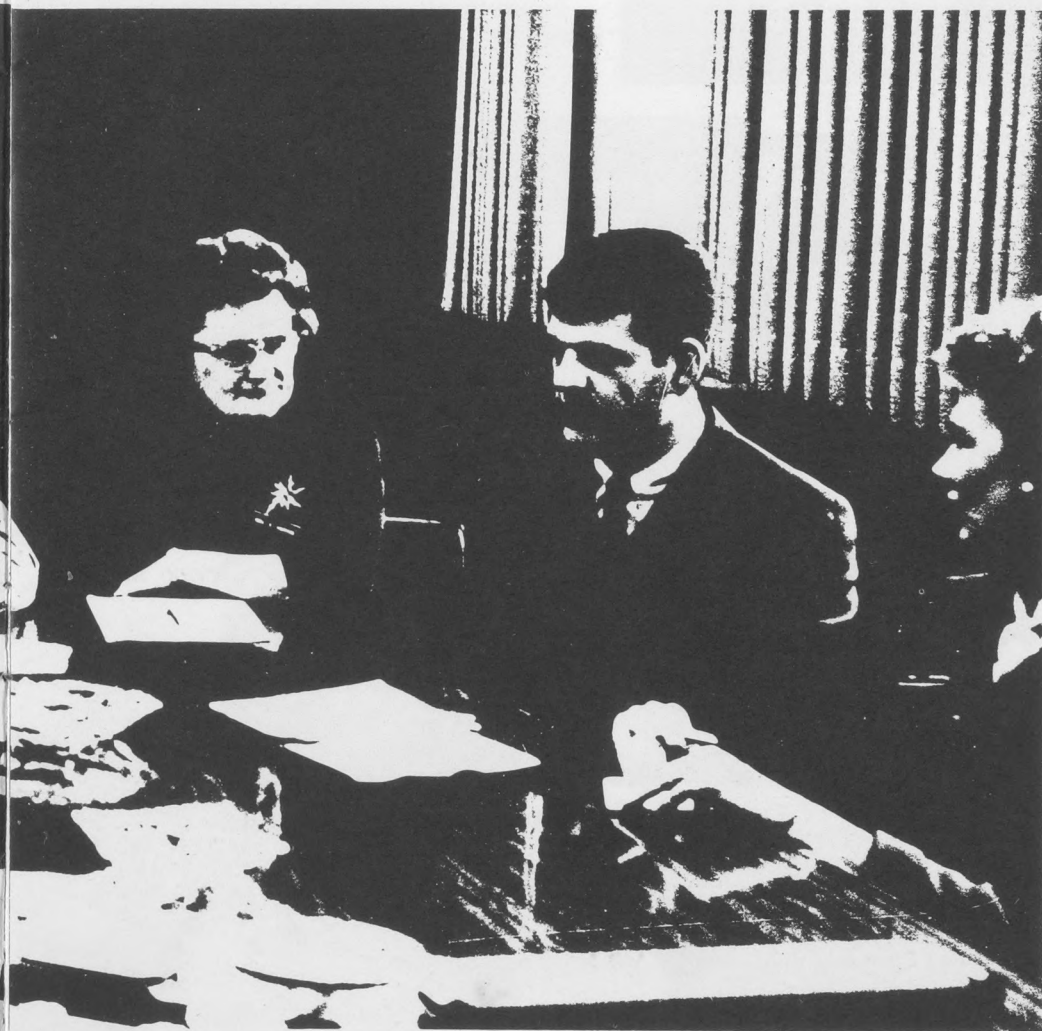
ly as Earl Barish finished his comments, quickly added: "Our company is so big it's hard to have personal relationships with all our customers. But that doesn't mean we can't be courteous. We can't afford not to greet them with a friendly smile and be polite on the telephone."

The three women and three men continued to talk about how to better

customer relations. The time had been made available, the session scheduled and a room reserved for that single purpose. Some of the talk was positive, some negative. Most of it was objective self-appraisal, resulting in several suggestions for bettering customer relations.

Betty Haddow, Polo Park Wrapping, said: "My experience has mainly been in the delivery area. Our biggest obstacle to overcome is realizing that every effort must be made to meet the commitment to a customer — unless we let her know there will be a delay. We need team effort and we have to be willing to follow through . . . check the operations step-by-step, and then double check — in other words, do all that is necessary to see that our commitment is met on time." Added Joyce Pearson, Polo Park Stationery: "Good point, Betty. All of us are customers as well as staff members. Remember, how we feel when we don't get our merchandise delivered when it was promised."

Communications between staff members was also discussed. Ian Leithead, Group "A" Merchandise Office, said: "We can better our customer service by improving inter-department communications. As merchandisers we have a responsibility to try our utmost to give customers the best possible merchandise at the best possible price. To satisfy customer demand we need wide assortments. Merchandisers lean heavily on the selling staff to feed them a continuous flow of information about what items are top sellers and those which aren't doing so well. To give customers what they want — when they want it — we have to keep these assortments in line with their demands."



## Let's Talk Customer Relations (cont.)



*Earl Barish, Manager, Warehouse Bargain Centre.*



*Bob Scurfield, Customer Service Manager.*



*Joyce Pearson, Polo Park Stationery.*



*Elizabeth Gould, Divisional Advertising.*



# Face to face talk with those closest to the job

Betty Haddow,  
Polo Park Wrapping



To get a cross section of staff opinions, group members were purposely picked from vastly different departments and areas of responsibility. During the session, ideas were candidly discussed, argued, questioned. "Let me ask you something, Bob," said Earl Barish. "Tell us something about the significance of non-selling areas and their effect on customer relations."

Bob Scurfield, Customer Services Manager, said: "We've talked about the importance of getting the merchandise to the customer on time. Believe me, this problem is being given a great deal of consideration and we're investigating ways to streamline the system."

"What goes on during the sale is, of course, the key. But the follow up is just as important. We should never stop looking for ways to improve our customer services. Too often we permit our policies and practices to dictate what services or products the customer receives."

"Actually, we should find out what the customer wants, and based on these findings, decide what services we should provide. If necessary, practices should be changed to enable the customer to receive the services he requires. At any rate, in providing existing services or developing new ones, we should always look at things through the customer's eyes."



Ian Leithead, Group "A" Merchandise Office.

(Improving customer relations is a vast subject and the panel members realize this. From their face-to-face discussion have come some pertinent observations on the problem. — Ed.)



# FIRST BIG STEP

Name: Harry Kuziw

Retailing responsibility: Project Supervisor

Goal for '69: make the grade as a supervisor.

There's a potential bottleneck building up in the Winnipeg Service Building's "Visi-Rec" inventory control system. Because of the large number of people supplying information into the system's files, they're far from accurate. With the big Fall increase in the sales volume just a few months away, an accumulation of errors could mean that customer service will suffer. Now it's up to Harry Kuziw, a 28-year-old Project Supervisor, responsible for streamlining the system, to come up with some right moves — fast.

In his first month in his new position, Harry Kuziw's expected

to get things done, and at the same time learn more about our Company. As a Management Trainee Course graduate — a training program designed to identify and develop top management talent — he has the basic background for the job.

Over the coming years, we'll need many new people in leadership positions in our business. Retailing is an industry noted for the opportunities it gives potential leaders to demonstrate their worth. Within the industry one person in ten has supervisory responsibility. When this figure is compared with almost any other type of Canadian business, few

offer supervisory positions in such proportion.

Harry Kuziw has to prove by performance that he has the potential to grow in our Company. If he does do well, he's climbed the first big step of his retailing career, but it's up to him to carve out a future in the company himself.

Working as a project supervisor in the Winnipeg Service Building, he's got to work along with veteran receivers, stock foremen, sales managers, and buyers. It's his face-to-face dealings each day with these Eatonians that pose the crucial test of his ability to manage.



*Harry Kuziw goes over some reports in his office.*



*Harry discusses a problem with Leonard Sullivan, Section Head, in the "visi-rec" inventory control section.*



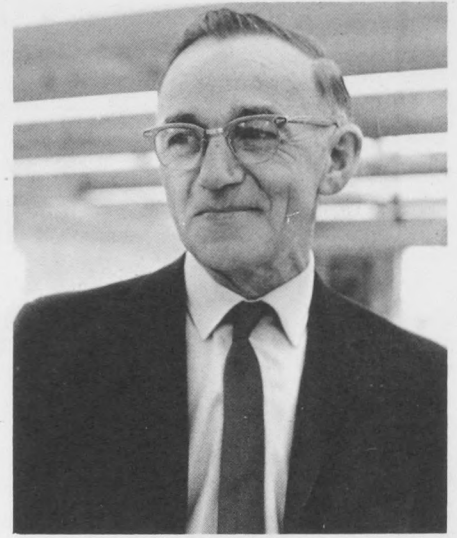
Says Harry: "I respect these people. They know their jobs. If I make a bad decision I expect a quick feed back. If they think I made a good move, I hope to hear about that, too. My main job is to prove myself to them as a supervisor and a leader — a man who can help them do their best."

Basically, Harry's new job is to make the system work and get it operating efficiently as quickly as possible. Sales bills that haven't been filled out correctly have been causing problems in the system. Of course, there's a lot more to it than that, and in Harry's case, he's faced with a man-sized problem, that has to be worked out.

But Harry, just as important, has to prove to his own boss that he can get the job done. For it's Rick Chase, Merchandise & Order Processing Manager, Group C & D, who'll reach some important decisions about Harry this year: "In his new assignment he's got to prove himself to me by what he does. Certainly, I encourage him and offer him the best advice I can give. I try to bring him along. But I don't give him any special treatment. I expect him to do a top job. He has the job. I expect him to handle it on his own."

Before tackling his assignment, Harry has worked up through successively more difficult Industrial Engineering jobs. To test his mettle in IE, he investigated the possibility of establishing a free long distance telephone service (ZENITH) for rural Manitoba and Saskatchewan CSO customers.

For Harry, and other new supervisors, now trying to make the grade, success ultimately depends on their performance. Those that make the grade, the door to a future in our business will be open to them. Their future career will be what they make it. As with any other staff member, it's squarely up to them to compete for promotion by proving what they can do. One thing Harry Kuziw has learned from his background training and experience: the best way to success in business is by really trying.



*Other Eatonians who recently made the first big step are Parker Caufield, Computer Operations Supervisor, top left, Bob Patterson, Bakeshop Supervisor, top right, Len Rogers, Project Supervisor, Plant Office, bottom left, and Jim Pappas, Boiler Room Supervisor, Downtown Store, bottom right.*

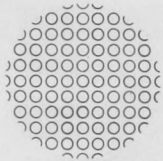
Harry's promotion is clearly a challenge to him. But with his interest in the job — not only for Eaton's, but to satisfy his personal standards — his horizons are expanding, as they have in each of his previous jobs.

How does Harry sum up the meaning of all that has happened

to him? How does he measure the value of each day's experience?

"I'm doing things that I enjoy. Sometimes I have a pretty tough day — but who doesn't now and then. When it all gets added up, though, it's been that way with me ever since I started to work here. I find that growth and challenge are closely linked."





# The Sport of Swings

**A**LL THAT glitters is not golf! You trudge around for miles swinging a stick at a tiny ball, often under a blazing sun or trapped in a drenching rain. To those who aren't golfers, it doesn't make sense.

But there's hardly a hardier, more determined or fiercely loyal group of sports enthusiasts than golfers. This year, close to 500,000 Canadians will tee-up and swing away. For some, it'll be just an embarrassing moment — when the ball is missed and only the air stirs around the tee. For others, there's a "click" and the ball splits the fairway — 200 yards out.

More than 300,000 golfers in Canada play 15 rounds or more each year. Though men outnumber women four to one, the ranks of women golfers are growing fast. One of the attractive links lassies is Susan McMillan, Polo Park Colony Sportswear. Susan is a newcomer to the game, but the more she learns about golf, the more

Hail to the season when followers of the royal and ancient game of golf take up their clubs and tramp from tee to green. This year, Susan McMillan has joined nearly 500,000 Canadians who will participate in the sport of swings.

she likes it. Susan's father, an ardent golfer, first encouraged her to try out the sport. Like some other players of the royal and ancient game, she does have one problem: "Standing too close to the ball after I've hit it!" "How-to" books on golf would stretch from tee to green of any par 5 hole, yet the game can be as simple as the golfer wants. All you need are a few clubs, a couple of golf balls and some tees.

To help Susan learn some of the basics of golf, Ian Cummings, Winnipeg Downtown Sporting Goods, volunteered to give her a few pointers. Ian, who shoots in the high seventies has been playing golf for the past six years.

Swing along with Susan as she puts into practice some basic golf-tips she learned from Ian.

**WOODS:** Steady as you go.

Nothing gives a golfer a bigger thrill than laying into a solid wood shot and watching the ball sail down the fairway. To get off good wood shots, remember:

- Play the ball slightly back of the left heel.
- Keep the head steady all through the swing.
- Don't hurry. Be smooth.
- As you swing the club, keep your head behind the ball.
- Keep your left arm as straight as possible.

**IRONS:** The swing's the thing.

With iron, you expect accuracy. You should be able to reach the green before you swing an iron. To get the ball close to the hole:

As the distance gets shorter to the green open your stance slightly.

Keep your balance by flexing your knees towards the ball.

- Don't move your head.
- Swing the club smoothly away from the ball in the backswing.
- Keep your left arm straight.
- Hit the ball before contacting the turf with an iron.





**PUTTING:** A delicate stroke.

There's no greater thrill for a golfer than that wonderful "sinking feeling" that comes when the ball drops into the hole. There are many different styles, stances and ways to putt, but these are common to all good putting:

- The arms and hands should be held close to the body so they can swing the club from a solid base.
- Weight should rest equally on both feet.
- The putt is a delicate stroke — don't hit it too quickly.
- Follow through straight towards the hole.

**REMEMBER:** Economy in motion.

Good golf is a matter of practice and play and it's a game that depends on grace and rhythm. So relax.

- It is not brute strength that makes the ball go straight and far, but speed, timing, and weight of the clubhead coming into contact with the ball.
- Correct golf form is, basically, economy of motion and effort.
- When you hit a poor shot, forget the result and try to figure out what you did wrong.
- Remember that others on the course are out to have fun, too.



The Sporting Event of the Century

**EATON'S CENTENNIAL GOLF TOURNAMENT**

to be held at

**KELOWNA'S SCENIC GOLF  
& COUNTRY CLUB**

in Mid-September

**EVENTS**

Ladies': Classes A, B, C.

Men's: Less than 25 years of service, classes A, B, C.

Men's: Quarter Century and retired, classes A, B, C.

Men's or Ladies': low gross championship.

**HIGHLIGHTS**

Western division winners to compete with Pacific division champions at Kelowna, B.C.

Winners' travel, accommodation and green fees paid for by the Company and the Eaton Golf Club.

A fair handicap system designed to give every golfer a chance to win.

Entries open to all active and retired staff in the division.

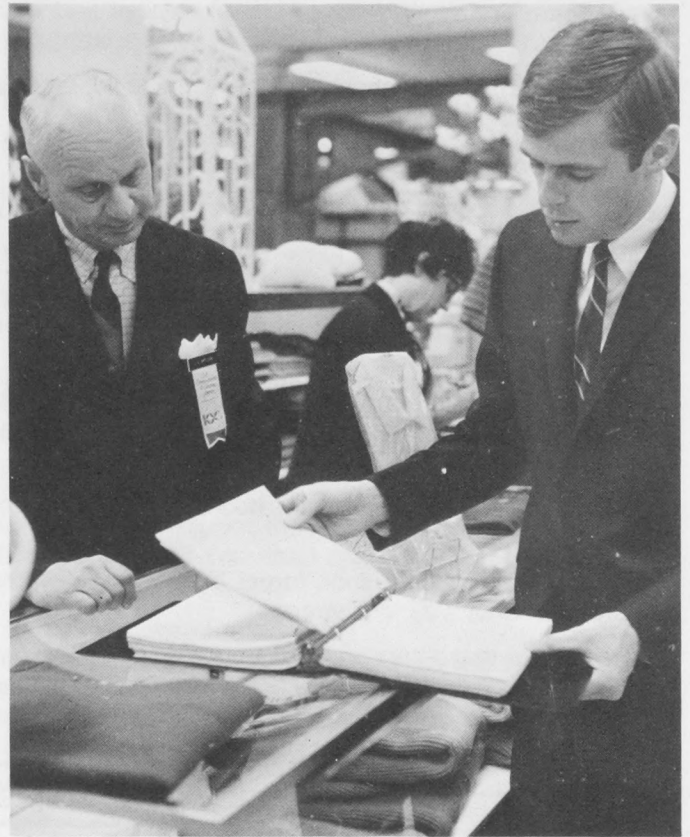
Entry forms, names to contact and further information may be obtained from posters.

Winnipeg Retired Eatonians please contact:

Tom Weston,  
67 Stock, Catalogue,  
Phone: 988-2949



*Allan Palanski carries out a spot inventory check with the assistance of Angela Haacke, right, and Margaret Brenan, background centre, of the 8th floor stock room.*



*Brian Muirhead, right, discusses the CAP book system with Al MacLean, Fur Department.*

# ***The Planners***

**O**NE WORD looms behind every kind of operation in the retail business. The word is "Planning".

Planning has never proven more vital than with the development and operation of one of the most ambitious merchandising projects recently undertaken by Eaton's. Known as CAP — Classification Assortment Program — the project is designed to provide our merchandising and buying people with a model stock system that eliminates the hit and miss methods of traditional retailing. This company-wide operation is one of the most up-to-date inventory control programs of its kind in Canada.

Key to CAP's success is centrally organized buying. This streamlined program combines the merchandising resources of Eaton stores across Canada.

How does the program work? Before the Spring and Fall Seasons, Eaton buyers from Vancouver, Winnipeg,

Toronto and Montreal meet at the Company Merchandise Office in Toronto to plan their merchandise selections and decide on major promotions. At the planning sessions, variety and price range are determined for stores across the nation. Here, the sales success of individual items are carefully studied. Only merchandise that proves itself as a good seller is continued on the program the following year. These talks also enable Winnipeg buyers, for example, to exchange information about the performance of merchandise with their counterparts from Montreal and Toronto.

Control over Eaton suppliers is also a part of the CAP program; to ensure that the Company only does business with manufacturers who can give us the right merchandise — when we need it — and at the best possible price.

To assist Sales people, a CAP catalogue, known as the



Product Knowledge Book, is published in the Spring and Fall, which has a complete list of available merchandise. For easy reference, merchandise is categorized under three different headings.

The first is CORE. This is merchandise with a proven sales record, such as Eaton Brand Lines and major national brands. The CORE group represents the minimum assortment carried in all medium-size stores.

These stores also use BASIC items: merchandise that has a long-standing proven sales record and for broadening the store's selection.

The three largest stores — Winnipeg, Toronto, and Montreal — carry all CORE and BASIC merchandise. SELECTIVE, the third category of merchandise, is used by stores to supplement the CORE and BASIC assortment. These items don't have proven sales histories, but come from suppliers approved by Eaton's buyers across Canada. These items are used to round out the assortments in keeping with the large department store image of our Company.

Behind much of the planning and operating of the CAP program in the Western Division are two young men from the Winnipeg Merchandise Control department — Supervisor Allan Palansky and Brian Muirhead. They're responsible for familiarizing departments with the program and showing sales staff how to use and maintain their Product Knowledge Books. However, the department's most important function is to compile sales histories on all CAP items from stores throughout the Division, to be forwarded to the Company Merchandise Offices in Toronto. These figures are added to incoming results from other divisions so that buying decisions can be made for the upcoming season.

Prior to the selling season, each department receives an updated Product Knowledge Book, with two exceptions — the highly changeable women's fashions areas and the drug department.

Perhaps, one of the most important single tools in the CAP program is the Product Knowledge Book. A summary of all items provides a quick reference to available assortments and price ranges. Description sheets give detailed information on colours, assortments, price ranges, sizes, suppliers and warranties. Usually located near the telephone, the book is a handy catalogue for telephone selling as it gives detailed information that's readily available.

Eric O'Brien, Merchandise Control Manager, who directs the CAP planners in Winnipeg, has this to say about the program: "CAP's the basis for forming a really effective merchandising program for Eaton's across Canada. It's a model stock system that is one of the most advanced in North America. It's undoubtedly helping us to be more competitive and to increase our share of the market."



*Keeping CAP books up-to-date the responsibility of Linda Sokol, left, and Lois Robinson.*



*Vivian Schoyen, buyer, prepares her merchandise reports for an upcoming meeting in the Company Merchandise Office, Toronto.*



# Auld Bull 'n Bush

*Come! Come! Come!  
Come and have fun with us,  
At the Old Bull and Bush.  
With Frank, Maureen, Robbie,  
Jean, Davey, and John,  
With Cannonball singing,  
How can you go wrong.  
With a mixture of English,  
Irish and Scotch,  
Down at the Old Bull and Bush.*

Visitors to British pubs take home memories of the smoky old-world charm of darts and skittles, quaint regulars clutching pints of bitter, walls adorned with faded prints of past glories, buxom barmaids pulling hefty beer pumps, and on Saturday night, patrons clustered around the old piano for a rousing rendition of music hall favourites.

Capturing the zest and flavour, sights and sounds, of an English Inn is a new singing-comedy group known as the "Auld Bull 'n Bush". Their manager is Mary Clifford of the Customer Relations Department, Winnipeg Catalogue.

The group, consisting of three married couples, all émigrés from the United Kingdom, began developing their act two years ago. "We started singing together and doing a comedy routine strictly as a hobby," said Mrs. Clifford, a vivacious Northern Irishlander. After one of their shows, the owner of a hotel in Transcona approached the group and asked them to perform for his patrons. Having never before performed professionally, they were apprehensive about their debut. "The first night we put on our act to just a handful of people, we thought we had flopped," Mary recalls. But, the second time, word had got around about the colourful, old-country musical hall group.

"You should have seen it the second night — cor, the place was packed; we were as pleased as punch," said Mrs. Clifford, during an interview with CONTACTS.

The venues got bigger and the pace quickened. Mary Clifford, who was the group's anchor comedien-singer, took over job as manager. She also handled the group's musical and comedy arrangements.

"I found I had a natural talent for writing songs and humorous skits," said Mrs. Clifford.

Their act begins with a rousing chorus, above, and continues with a mixed bag of folk music and modern tunes, followed by a raucous, rollicking comedy act.

Future plans for the group include a television performance and they hope to make recordings.

Said Mary, "We have a grand time putting on shows, even though it's a lot of hard work. The audiences have been great. They really enjoy taking part in sing alongs and comedy routines."



## ROVING REPORTER



**CHURCH CENTENNIAL:** Winnipeg's Trinity Church, facing Donald South, celebrated its centennial a year before Eaton's. The church was built in 1868. This historic photography shows the view of the church from Portage Avenue in 1893. Empty lot, at right, is the site of the present downtown store.



**CAMPAIGN HEAD:** Bob Ferguson, Vice-President of the E.E.C.F., General Office, has been elected Campaign chairman for 1969. The month-long drive for funds begins on May 1. Other members of the campaign committee are: Carol Makar, Elizabeth Gould, Hannah Edward, Vic Fotheringham, Howard Funk, Tom Rodeck, Michael Hartley, Tom Scott, and Norman Henry.



**AWARD WINNERS:** Top sales people in the Winnipeg Downtown Furniture Department received sales contest pins from Jack Lammens, far right. From left to right are: Bill Stanko, Lloyd Brown, May Adams, Gordon Beck, and Mr. Lammens. Other outstanding sales achievers during the 4-week contest were Francis Boyson, Harry Baker, Charlie Belton, Jim Coombe, Tom Davidson, and Tom White.



Eaton's presented a colour television to the Winnipeg Children's Hospital's 5-bed burn unit for youngsters with severe burns. On hand to receive the 19-inch remote control television set from Divisional Operating & Personnel Manager W. H. Evans, second right, were A. E. Magis, Acting Administrator, left, Mrs. Lesley Bishop, Head Nurse, Burn Ward, and Mrs. Mary Grierson, President of the Board of the Children's Hospital.

# SERVICE ANNIVERSARIES

## 40 YEARS

Mr. A. Patterson,  
Winnipeg General  
Receiving, May 6.

Mr. C. A. Goodman,  
Winnipeg Cartage,  
May 27.



Mr. Frank Farnfield,  
Men's Suits, Winnipeg,  
April 4.



Mr. S. Magnusson,  
Winnipeg Dispatch,  
May 21.



Mr. J. Murray,  
Port Arthur Sales,  
May 31.



In addition to those in the photographs is: Mr. W. Gillingham, Prince Albert Sales, May 6.

## 25

## YEARS



Mrs. Gladys McLean,  
Regina Hardware, April 10.



Mrs. Anne B. Lonie,  
Winnipeg L. P. Ladies' Garments,  
April 27.



Miss Mary C. Crane,  
Moose Jaw Account & Control,  
May 4.



Mr. Douglas O. Brault,  
Winnipeg Wage Administration,  
May 17.

In addition to those in the photographs are: Miss Daisy E. Zetterstrom, Winnipeg Drapery Workroom Office, May 2; Mrs. Edna A. Hunter, Winnipeg Lingerie, May 4; Miss Winnie M. Dersko, Winnipeg Foundation Garments, May 8; Mr. Raymond H. Leveque, Winnipeg Catalogue Customer Relations, May 11; Miss Madeleine Dheere, Winnipeg Catalogue Customer Relations, May 25.

## Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.



Mr. H. P. Dee,  
Assembly & Shipping, 50 years of service.



Mr. J. W. Strachan,  
Saskatoon Caretaking, 11 yrs. of service.

In addition to those in the photographs are: Mr. H. V. McBride, Life Assurance, 33 years of service; Mr. W. G. Bostock, Order Filling 7th and 8th Floors, 29 years of service; Mr. E. E. Strong, Cat. Order Filling (S.B.) 14 years of service.



Dave Jones

## Customer Praises Dave Jones

Winnipeg Driver Dave Jones was commended recently by a customer for 20 years of excellent service. "He's always pleasant and thoughtful and after 20 years of looking after us, we've got nothing but praise for him," she said. A long standing member of the Eaton Drivers' Curling Club, Mr. Jones is well liked by his co-workers. Dave Jones, who has been 27 years with Eaton's, is the April division-wide driver of the month.

## Western Division Appointments

### WINNIPEG

R. Patterson, Bakeshop Supervisor.  
L. J. Rogers, Project Supervisor.  
C. R. Hall, Project Supervisor, Western Stores.

### REGINA

F. C. Smith, Plant Supervisor.

## TACA SALE

Eaton's week long  
Trans-Canada Sale  
Begins Monday,  
April 28 and ends  
Saturday, May 3.



## BE A FRIEND TO MANY

**Our Eaton Employees' Charitable Fund Needs Your Help  
to Help Others... Give Now and Help All Year Long.**

Behind the cash registers, the typewriters, the counters, the stock rooms, beats the real heart of Eaton's — it's people. And like people everywhere we care about other people. Because we care, we give to the Eaton Employees' Charitable Fund each year, providing support to our local organizations which help the needy, the unfortunate, and the victims of disaster.

We give once — and help thousands of people all year long. Next month, your friends will ask you to join in the 1969 Centennial Year E.E.C.F. Drive. That will be your opportunity to be a friend to many.

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In 1968, Eaton Employees' Charitable Funds from across the Western Division gave more than \$126,000 to worthy organizations:

Brandon	\$ 1,425.00
Moose Jaw	\$ 1,849.95
Port Arthur	\$ 2,895.00
Prince Albert	\$ 1,704.00
Regina	\$ 3,050.00
Saskatoon	\$ 7,769.95
Winnipeg	\$107,575.00

Every year, more funds are needed to help those who can't cope because of illness and misfortune. Give your share to the E.E.C.F. when you're contacted next month by your fund representative.



# Eatonians Make Good Neighbours



*During a Toastmistress meeting, Gladys Lamont centre, introduces speaker Sharron Fahy.*

## SHARRON FAHY & GLADYS LAMONT

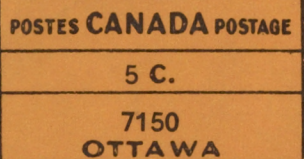
**T**o many people, speaking in public is often an uncomfortable experience. and few know how to overcome their shyness and reserve.

An organization that provides self-training in the skills of communications and stresses the importance of participation in community activities is the International Toastmistress Club. Members of the Winnipeg Toastmistress Club, the first one in Manitoba, are Gladys Lamont, design consultant, and Sharron Fahy, interior designer.

Mrs. Lamont, who has been a member of the organization for 3 years, is enthusiastic about the Toastmistress Club's excellent leadership and speaking program: "It's not just a club where you can learn to speak well; it's an organization that stressed leadership and participation in community affairs."

Sharron Fahy, a neophyte Toastmistress, found the training invaluable when she recently spoke to a high school class about careers. "The Toastmistress training gave me added confidence and poise," she said.

Toastmistress founder Ernestine White had this to say about the International organization she started in 1938: "It should be a link, and create a community of interest, between women of all civilized countries and thus contribute to more lasting understanding and peace between nations of the world."



Return Postage  
Guaranteed to Eaton's,  
Winnipeg, Canada.